



PANCREATIC
CANCER
ACTION
NETWORK

**DEMAND
BETTER**

FOR PATIENTS. FOR SURVIVAL.

PANCREATIC CANCER AWARENESS MONTH 2017

CHAMPION PROGRAM

November is Pancreatic Cancer Awareness Month

Join Us as We Demand Better for Patients: Become a Pancreatic Cancer Champion!

During the month of November, people across America will unite to Demand Better in the fight against the world's toughest cancer. Pancreatic cancer will kill more Americans than breast cancer in 2017 and continues to be the only major cancer with a single-digit survival rate at a mere 9 percent.

The Pancreatic Cancer Awareness Champion Program is an opportunity for your company or organization to make a difference for one week in November. As a Champion, you are helping lead the charge in your community, and will be joining other companies, organizations, schools, hospitals, community centers and places of worship as we unite in this critical fight to end pancreatic cancer once and for all.

The activities and educational materials provided in this toolkit make it easy for you to get your group involved in the fight. Your week devoted to fighting pancreatic cancer at your organization fosters team building and working together for a cause that touches more than 53,600 Americans this year. This program is an opportunity for your group to give back and highlight the importance of community service as well as promote your organization as one that is dedicated to saving lives from pancreatic cancer.

Toolkit Resources

We have easy-to-use resources to get you started. The Toolkit provides everything you need to be a Champion! Head on over to pancan.org/champions to get started and find your toolkit today.

How to Participate

The Pancreatic Cancer Awareness Champion Program was created to give employees, community members, and students an opportunity to join the Pancreatic Cancer Action Network (PanCAN) in saving lives by spreading awareness around the facts, risk factors and symptoms associated with pancreatic cancer. As a Champion Lead, you are agreeing to guide your group through fun, impactful (and of course easy to execute) activities for one week in November. We recommend taking part in all five days of the program, but if not feasible, you can choose to do one or some of the days, including mixing up the order of activities or spacing out the activities over a month span.

Follow these easy steps to get started!

Step 1: Select a Champion Lead to organize the activities for your group and pick the week your institution would like to participate. We recommend selecting the week of November 13, as World Pancreatic Cancer Day is on Thursday, November 16, 2017.

Step 2: Locate and review the Community Champion Program Toolkit for day-by-day resources you can utilize to plan and execute your activities. Learn more about each day's activity below, then find all the resources you need in your Toolkit at pancan.org/champions.

Step 3: Prior to your selected week in November, take time to plan and figure out the details of your specific week. Create a committee or involve others in planning as needed – and be sure to communicate with your PanCAN liaison as questions arise.

- Your PanCAN liaison is: _____
- And their contact information is: _____
- Review this guide and all the resources in your toolkit.
- Create excitement with your group! Some ideas include: Sending out emails; displaying posters; talking about the week coming up at internal meetings or in newsletters.
 - (Pssst... we'll provide you with the resources you need to get started!)
- Set goals for each day of the week.
- Can your company or organization reward or incentivize employees/members for being involved? For example – if applicable – everyone gets to leave work one hour early if 100 percent of your employees take part in the fundraiser on Friday.
- Add events to internal calendars.
- Does your organization offer matching funds? If they do, request to have your fundraising dollars matched.

Step 4: Have FUN knowing you're making an impact in November!

- Turn in funds raised by reviewing the Donation Collections Form listed under day five in your Toolkit.
- Keep PanCAN in the loop by sharing your activities and impact on social media using #PANCaware (and if there's space, #WageHope) or email your PanCAN liaison to let them know how you're doing! Find and follow us on:
 - Facebook @JointheFight
 - Instagram @PanCAN
 - Twitter @PanCAN
- And don't forget: You're making a BIG impact in your community and in the fight to end pancreatic cancer – and we are so grateful to have your incredible support!

Pancreatic Cancer Awareness Week Activities at a Glance

DAY 1

Pancreatic Cancer Awareness Week Kickoff: Join the Fight & Demand Better for Patients!

Host a 15 to 20-minute kickoff with your team to launch your week with excitement, education, and energy! The purpose of the kickoff is to talk about why fighting pancreatic cancer is so important, educate your group on signs and symptoms of the disease, and to provide an overview of the activities that will take place during the week.

Things to Consider:

- Where will you hold the kickoff?
- How will you let people know about it?
- You will need a computer, projector, screen and possibly a microphone depending on the number of people attending.
- Print off resources and the Activity Overview handout listed in the Toolkit.

Recommended Kickoff Agenda:

- Welcome: Overview of why we are here and how we can participate in Pancreatic Cancer Awareness Month during November
- Share statistics on pancreatic cancer
- Signs, symptoms and risk factors of pancreatic cancer (poster provided in the Toolkit)
- Survivor or caregiver short story (optional, if applicable)
- How we can make a difference together in November!
 - Overview: Walk your group through what to expect in the days to come and how they can participate during Pancreatic Cancer Awareness Month
 - Give overview of each day (Activity Overview handout)
 - Get people excited
 - Our November Goal: What are your goals for the week? For example, x-number of people to send an email, raise x-amount of money. (Optional: Talk about company rewards or incentives for participation, if applicable.)
- Big picture: Tie back your efforts to where the support and contributions are going (what the Pancreatic Cancer Action Network does)
- Closing – Q&A

Toolkit Contents:

- Kickoff PowerPoint with script (resource for the Champion Lead)
- Signs and symptoms poster (print and display at your institution)
- Fundraising thermometer poster (if you're fundraising, print and display at your institution to track your progress)
- Activity Overview Template (editable handout; customize to reflect YOUR events!)

DAY 2

I'm Making a Difference by Being an Advocate

Did you know? 80% of pancreatic cancer research funding comes from the federal government. That means to make progress against the nation's toughest cancer we have to urge our members of Congress in Washington, D.C. to take action and fund lifesaving cancer research! Being an advocate for pancreatic cancer is easy, and it takes just a few minutes to make a phone call to your elected officials to deliver a quick message. We provide the talking points, phone numbers, everything you need – you and your team just need to set aside a few minutes to make it happen.

What to Do as the Lead:

- Get your group excited and informed about being a pancreatic cancer advocate. You do not need to be an expert to be an advocate – contacting Congress is easy!
- Go to the Champion Toolkit. Print off copies of the “Being an Advocate” instruction sheet. Hand out one copy to everyone in your group. If it is not feasible to hand out copies, email the handout to allow people to print the instructions.
- If feasible, organize everyone to call at one time to make it fun. It's best to make calls between 9 a.m. – 5 p.m. Eastern Time when congressional offices in Washington, D.C. are open.
- Take pictures or ask participants to send them to you! Post on social media with #PANCaware and #WageHope.
- Talking points and ability to log calls will be available on pancan.org/callcongress soon! Remind your participants to log their calls once they finish!

Things to Consider:

- Participants will need a phone and internet access.
- Day of, remind participants to visit pancan.org/callcongress to get the talking points and phone numbers of their elected officials (two U.S. senators and one representative) and log their calls.
- Remember: Our goal is to turn Capitol Hill purple on World Pancreatic Cancer Day (November 16) by asking members of Congress to wear purple to raise awareness and support lifesaving cancer research.

Toolkit Contents:

- Being an Advocate instructions sheet



DAY 3

Go Digital: Spread Awareness via Social Media

Spreading awareness about risk factors and symptoms associated with pancreatic cancer can be as easy as a tweet, post or selfie! Print off the instructions and poster (resource in your Toolkit) for each person in your group. Ask each member of your group to take a selfie with the poster, or, alternatively, wearing purple, or holding up the “Demand Better” sign, and post on social media. You can also invite them to help spread the word by sharing our handy infographics on their profiles as well! Find everything you need at pancan.org/champions.

Bonus: You can help spread the word about the risk factors and symptoms associated with pancreatic cancer on your organization’s social media accounts as well!

What to Do as the Lead:

- Go to the Champion Toolkit. Print off copies of the “Social Media Instructions” handout. Hand out one copy to everyone in your group. If it is not feasible to hand out copies, email the handout and allow people to print the instructions and poster individually.
- As the lead, read the instructions and model how to take a fun selfie with the signs and symptoms poster.
- Use #PANcAware (and #WageHope, if space allows) and tag the Pancreatic Cancer Action Network in your post so we know you participated! These instructions will also be listed in the handout.
 - Facebook @JointheFight
 - Instagram @PanCAN
 - Twitter @PanCAN

Things to Consider:

- Encourage your entire group to post on all of the social media platforms, including Twitter, Instagram, and Facebook. Make sure your posts are public so we can see them!
- Encourage them to tag the Pancreatic Cancer Action Network as well as their family and friends in their selfie post.

Toolkit Contents:

- “Social Media Instructions” handout (includes “Signs & Symptoms” poster and “Demand Better” sign).



DAY 4

Go Purple: Flex Your Purple Power for Pancreatic Cancer!

Wear purple for Pancreatic Cancer Awareness Month. We recommend you ask your group to wear purple on Thursday, November 16 for World Pancreatic Cancer Day, as we unite with countries across the globe to fight the world's toughest cancer together. Even if you choose to focus your other activities during a different week, we still invite you to don purple on Thursday, November 16 in solidarity with those who have been touched by pancreatic cancer across the planet.

Things to Consider:

- Low on purple swag? Visit our Shop Purple at shoppurple.pancan.org to stock up on purple gear for you and your group before November arrives.
- Don't forget to show your purple pride – post any selfies or group photos from your “purple day” on social media using #PANCaware, #WPCD and #WageHope (if space allows). Also tag us @PanCAN!

DAY 5

Raise Spirits and Funds to Fuel the Fight!

Raise money for the fight against pancreatic cancer by hosting a fundraising challenge at your work place or organization. Before you launch into your week, brainstorm and plan a fundraising activity that you feel will be the most fun, rewarding and impactful for YOUR group.

Tip: If your company or organization offers a matching gift program, request to have any personal contributions you or your colleagues make matched! Find PanCAN's 501(c)(3) number in the Donation Collection Form in your Toolkit!

If you take part in our PurpleStride walk and have a team, the money you raise will be credited to your team amount. If you haven't started your team yet but have an upcoming event in your area, we invite you to register to participate at purplestride.org. If you don't take part in PurpleStride, we still invite you to get creative in ways you can directly contribute to PanCAN's fight against pancreatic cancer. Please refer to the Donation Collection Form for instructions on sending your donations to PanCAN.

Ideas to Consider:

- Pay \$5 to have a jeans day at your place of work.
- Have your group create a bake sale or craft fair to benefit PanCAN.
- “Pass the hat” at your next group meeting or gathering.
- Shave your head challenge: If your employees, members, or students raise x-number of dollars (a goal determined by you), the person agrees to shave their head in front of everyone.
- Sell raffle or “chance drawing” tickets for \$5 and the winner will receive a special treat or day off work.
- Be creative, there are a lot of easy, fun ideas – find something that works best for you!

Toolkit Contents:

- Fundraising Thermometer poster
- Donation Collection Form, which will guide how to collect and submit contributions to PanCAN.

Thank you for joining us as a Champion in our fight to end pancreatic cancer!

Your participation in November for Pancreatic Cancer Awareness Month helps raise the critically-needed awareness and support necessary for making progress for pancreatic cancer patients.

Through this partnership, we are helping to rewrite the future of pancreatic cancer – together.

Thank you!

